

## Active Commuters Transportation Promotion/Regional Bikeway Signage and Promotion

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Communities Putting Prevention to Work is a program of the County of San Diego Health and Human Services Agency funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act from March 19, 2010 to March 18, 2012. The goal of the grant is to reduce chronic disease through policy, environmental, and organizational changes that target three focus areas: healthy physical activity, healthy nutrition, and healthy school environments.

**Focus Area:** Healthy Physical Activity

**Background:** Opportunities to actively commute (e.g., walk, bicycle) to places of employment and schools appear limited. Barriers to widespread adoption of active transportation include lack of physical infrastructure, lack of awareness of the options, and safety concerns.

### Outcomes:

- Increase physical activity by promoting active modes of transportation as options in commuting to work and school.
- Increase physical activity by improving signage on regional bikeway routes and by conducting public information campaigns about active transportation options.

### Deliverables:

- Enhance the development of iCommute, a web-based tool, to facilitate formation of trip-matches for trips to school, e.g., carpools, walking school buses, and bike buddies.
- Enhance iCommute by adding a Spanish language option.
- Expand Bike to Work Day to a month-long promotional event.
- Coordinate with the Safe Routes to School (SRTS) intervention activities to develop and implement an active transportation campaign for school trips, including promotion of International Walk to School Day in October.
- Select at least ten regional corridor bikeways with an emphasis on high need communities or neighborhoods to post signage promoting regional bike routes and access to public transportation.
- Develop, produce and run three public service announcement videos, and develop and distribute other promotional pamphlets promoting the regional bikeway network and new signage as an effective and healthy means to transit and other useful destinations.

**Contractor:** The San Diego Association of Governments (SANDAG)

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*Bike to Work month activities:* contact iCommute by calling 511 and saying "iCommute" or e-mail [icommuter@sandag.org](mailto:icommuter@sandag.org).

